

Marketing & Sales

Chapter 15—Closing the Sale

Name:

- Client file
- Customer relationship management
- Departure
- Direct close
- Evaluate
- Follow-up
- Persevere
- Service close
- Special sale
- Standing room only close
- Trial close
- Which close

	1. An after sale activity, when the customer is educated on special care or specific instructions regarding the purchase.
	2. A document that lists customer information (name, phone number, address, previous purchases)
	3. To judge or determine the significance, worth, or quality of what has occurred.
	4. Initial attempt to get the customer to buy.
	5. A limited period of time when the price of items is reduced.
	6. Used when the customer is directed to choose between two options.
	7. To continue or move forward, especially when faced with obstacles
	8. Can be used when a customer clearly displays positive buying signals.
	9. Used during short supply of a product and/or expiring deals.
	10. Finding customers and keeping them satisfied.

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Chapter 21 – Channels of Distribution

Name:

Term	Definition	Your Ideas
Channel of Distribution		
Intermediaries		
Wholesalers		
Rack Jobbers		
Drop Shippers		
Retailers		
Brick-and-mortar Retailers		
e-tailing		
Agents		
Direct Distribution		